

**CITY OF CARLSBAD
CLASS SPECIFICATION**

JOB TITLE: **ECONOMIC DEVELOPMENT & REAL ESTATE
MANAGER**

DEPARTMENT: **COMMUNITY DEVELOPMENT**

BASIC FUNCTION:

Under general direction, to plan, organize, direct and coordinate Economic Development and Real Estate programs; to develop and evaluate economic development strategies in order to attract new industry, business and investments to the City; to assist existing business with expansion needs; to evaluate, develop and negotiate revenue enhancement strategies and contracts related to City real estate holdings, acquisitions and leasing; and to perform related duties as assigned.

KEY RESPONSIBILITIES:

Plan, organize and direct the implementation of the City's comprehensive Economic Development and Real Estate Programs, including overseeing all related activities, negotiating acquisitions, leases, and contracts.

Coordinate with the City Council, City Manager, and other departments and divisions of the City to develop and implement all economic development related activities; oversee and participate in coordinating with City staff to facilitate project processing and permitting.

Establish and oversee an interdepartmental team for development and implementation of multifaceted economic development programs; act as a liaison between City departments, businesses, professional organizations and other state and local governmental agencies to promote new business opportunities in the City and assist in processing of development plans; provide information and resources including interpretations of codes and ordinances.

Provide staff support to the City Council and other boards, committees and commissions established to address economic development and real estate issues.

Work closely with the Chamber of Commerce, Convention and Visitor's Bureaus to enhance tourism and business development strategies.

Conduct special studies and prepare comprehensive reports related to economic development and real estate activities.

Oversee and provide information and direction regarding economic development on City's website and other various publications; serve as the media contact on economic development, tourism and real estate issues for the City.

Prepare, administer and monitor the budget for assigned programs.

Supervise, train and evaluate staff, as required.

May serve as the Acting Community Development Director as assigned.

Perform related duties as assigned.

QUALIFICATIONS:

To perform a job in this classification, an individual must be able to perform the essential duties as generally described in the specification. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties in a specific job. The requirements listed below are representative of the knowledge, skill and/or ability required.

Knowledge of:

Principles and practices of the management and administration of urban economic development, tourism and real estate.

Applicable federal, state and local laws, regulations and requirements pertaining to economic development programs and California real estate administration.

Relevant city codes, policies and procedures pertaining to building, finance, planning, land use and permit processing.

Principles and practices of organization, administration, budgeting and personnel management.

Effective customer service and public, business and community relations techniques.

Marketing and promotional techniques used in economic development, tourism and real estate areas.

Economic incentive and financing methods, including Industrial Development Revenue Bond financing methods.

Research methods, statistical analysis and techniques and methods of report preparation and presentation.

Ability to:

Plan, develop, manage, and coordinate the activities of all economic development, tourism and real estate programs.

Plan, acquire, lease and manage City facilities and sites by negotiating and developing contracts between the City and the private sector, including developing and evaluating proposals.

Provide administrative and professional leadership for assigned staff.

Properly interpret, and make decisions in accordance with laws, codes, regulations and policies.

Analyze problems and issues, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals.

Conduct effective media and public relations.

Communicate effectively both orally and in writing; present ideas and concepts persuasively in speaking before groups or writing for publication.

Establish and maintain effective relationships with City officials, employees, representatives from other agencies and the public.

Exercise good judgment, flexibility, creativity, and sensitivity in response to changing situations and needs.

Work well under pressure to meet deadlines.

EXPERIENCE AND EDUCATION:

Any combination equivalent to experience and education that could likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Equivalent to completion of a Bachelor's degree from an accredited college or university in the field of business or public administration, urban planning, or a closely related field; and five years of increasingly responsible experience in economic development, community development, redevelopment and real estate management and financing.

A master's degree public or business administration or a related field is highly desirable.

PHYSICAL/MENTAL DEMANDS AND ENVIRONMENTAL SETTING:

While performing the duties of this class, an employee is regularly required to sit; talk or hear, in person and by telephone; use hands to finger, handle, feel or operate standard office equipment; and reach with hands and arms. An employee is frequently required to walk and stand. Specific vision abilities required by this job include close vision and the ability to adjust focus to read and operate office equipment as necessary during the course of the work assignments.

While performing the duties, employees of this class are regularly required to use written and oral communication skills; read and interpret financial and statistical data, information and documents; analyze and solve problems; use math and apply mathematical reasoning and abstract statistical concepts; observe and interpret people and situations; learn and apply new information or skills; perform highly detailed work on multiple, concurrent tasks; work under intensive deadlines; and interact with staff, Council members and others encountered in the course of work.

This position is typically situated in an office setting. Frequent daily and weekly travel to meetings within the City and to various out-of-City locations is necessary in the course of performing duties.

This is an at-will Management classification.

DATE APPROVED 12-9-03